

ASIGNATURA DE CONFORMACIÓN DE MENÚS BIS

1. Competences	Manage events and gastronomic services based on logistical planning, supervision and evaluation techniques in order to meet customer requirements and contribute to the economic development of the region.
2. Four-month term	Fifth
3. Theoretical hours	45
4. Practical hours	75
5. Total hours	120
6. Total hours per week	8
7. Learning objective	The student will develop a gastronomic offer through the design and preparation of menus, as well as the creation of food and beverage menu cards to contribute to the competitiveness of the company.

Learning units	Hours		
	Theory	Practice	Total
I. Menu planning	30	50	80
II. Menu card planning	15	25	40
Total	45	75	120

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LEARNING UNITS

1. Learning unit	I. Menu planning
2. Theoretical hours	30
3. Practical hours	50
4. Total hours	80
5. Learning unit objective	The student will develop menus to integrate a food proposal.

Topics	Knowledge	Skills	Values
The origin and evolution of the menu in food and beverage establishments	<p>Identify the historical evolution of the menu:</p> <ul style="list-style-type: none"> - Middle East - Europe - Mexico <p>Identify the types of food and beverage establishments:</p> <ul style="list-style-type: none"> - Cafeteria - Bars - Fine dining - Specialty - Industrial Dining Room - Thematic - Fast food 		<p>Work ethic</p> <p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Proactive</p> <p>Analytical</p> <p>Objective</p> <p>Teamwork</p> <p>Innovative</p>
Menu Types	<p>Identify the characteristics of the different types of menu:</p> <ul style="list-style-type: none"> - Fixed menu. - Cycle menu - Tasting menu - Seasonal menu - Thematic menu - Arranged menu - Beverages Menu <p>Explain the PLANNING of the different types of menus.</p>	Develop menu proposals for the various food and beverage establishments.	<p>Work ethic</p> <p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Proactive</p> <p>Analytical</p> <p>Objective</p> <p>Teamwork</p> <p>Innovative</p>

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	<p>Recognize the process of standardizing recipes.</p> <p>Recognize the sensory and nutritional aspects of the menu.</p> <p>Recognize the elaboration processes of alcoholic and non-alcoholic beverages.</p>		
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ASSESSMENT PROCESS

Learning outcome	Learning sequence	Assessment instruments
<p>Based on a project, the student will design and execute menu tests and build a portfolio of evidence containing the following:</p> <p>a) Menu test -Fixed -Cyclical. -Season. -Tasting. -Specialty. -Thematic.</p> <p>b) Standard recipes of the elaborated menus.</p> <p>c) Checklist of the elaboration process: -<i>Mise en place</i>. -Hygienic food handling. -Preparation of dishes.</p> <p>d) Sensory and nutritional characteristics.</p>	<ol style="list-style-type: none"> 1. Identify the historical evolution of the menu. 2. Identify the characteristics of the different types of food and beverage establishments. 3. Identify the types and structure of menus. 4. Understand the procedures for preparing menus. 5. Develop menus. 	<p>Project Checklist</p>

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TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Project based learning. Case studies. Collaborative teams.	Computer. Multimedia equipment. Printed cases. Internet Minor and major kitchen equipment Cooking Lab

LEARNING SPACE

Classroom	Laboratory/workshop	Company
	X	

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LEARNING UNITS

1. Learning unit	II. Menu card planning
2. Theoretical hours	15
3. Practical hours	25
4. Total hours	40
5. Learning unit objective	The student will form a menu to be implemented in a Food and Beverage establishment.

Topics	Knowledge	Skills	Values
Planning and structure of the card.	<p>Explain the elements and structure of a card as:</p> <ul style="list-style-type: none"> - Production costs. - Types of diners. - Type and concept of food and beverage establishment. 	Propose menu cards according to the characteristics of the establishments.	<p>Work ethic Honesty Punctuality Responsibility Communication Self-control Organized Systematic Innovative Proactive Analytical Objective Teamwork Innovative</p>
Conformation of the card	<p>Identify the methodology of the menu card:</p> <ul style="list-style-type: none"> - Sales Pricing determining. - Sections of the card. - Description of dishes and beverages. - Presentation. - Menu review. 	<p>Propose food and beverage menu cards according to the characteristics of the establishments.</p> <p>Develop the menu of the proposed card.</p>	<p>Work ethic Honesty Punctuality Responsibility Communication Self-control Organized Systematic Innovative Proactive Analytical Objective Teamwork Innovative</p>

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ASSESSMENT PROCESS

Learning outcome	Learning sequence	Assessment instruments
<p>Based on a project the student will develop a food and beverage degustation of the proposed menu and integrate the following into the evidence portfolio:</p> <p>a) Degustation: - Standard recipe.</p> <p>b) Menu card: -Theme. -Selection of dishes and beverages according to the theme. -Description of dishes and drinks. -Suggested price. -Justification of the proposal.</p>	<p>1.- Identify the elements that intervene in the structuring of a menu card.</p> <p>2.- Understand the methodology of the card.</p> <p>3.- To structure the food and beverage menu card.</p>	<p>Project Checklist</p>

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TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Project based learning. Case analysis Collaborative teams.	Computer. Multimedia equipment. Printed material of cases. Internet.

LEARNING SPACE

Classroom	Laboratory/workshop	Company
	X	

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CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT

Capability	Performance criteria
Determine the characteristics of the service by diagnosing the customer's requirements and operation, in order to offer service alternatives.	<p>Prepare a diagnosis for a gastronomic service that includes:</p> <ul style="list-style-type: none"> - Customer requirements: type of event, number and type of people, menu, budget, duration of the event, schedule, date and location. - Types of services - Input requirements: raw material, personnel, utensils and equipment and furniture - At least 3 service alternatives: types of service, menu card and budget.
Plan the logistics of the gastronomic service considering the characteristics of the event, the available resources, activity programming and the applicable regulations, in order to comply with the customer requirements and optimize the resources.	<p>Elaborate the logistical plan of a gastronomic service, considering the applicable regulations, which includes:</p> <ul style="list-style-type: none"> -Event order: type of event, name of the event, number of people, date, times, menu, advance payment, characteristics of the assembly, location and areas involved. -Activities schedule: personnel, activities, roles, times and people in charge. - Supplies requirements
Coordinate the operation of the gastronomic service according to the planning of the determined logistics, supervision tools and management of the resources, to solve contingencies and to fulfill the requirements of the client.	<p>Supervise the operation of a gastronomic service and record it in a master control, which contains:</p> <ul style="list-style-type: none"> - Activity in process: fulfillment and adjustment of roles, functions and timing, and control of raw materials. - Executed activity: fulfillment and adjustment of programmed activities. - Observations and incidents".
Evaluate the gastronomic service by analyzing the results of the operation and measuring customer satisfaction, in order to propose strategies for continuous improvement.	<p>Prepares an evaluation report of the gastronomic service provided, including</p> <ul style="list-style-type: none"> - Instruments for measuring customer satisfaction. - Analysis of the master control and the results of

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	customer satisfaction. - Correction and improvement proposals.
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REFERENCES

Author	Year	Title	City	Country	Publisher
Martín, Adam	(2017)	<i>Cocina Flexi. Menús felixitarianos para 21 días</i>	Madrid	España	Everest
Becerra, Enrique	(2012)	<i>La gran aventura de montar un restaurante: manual práctico y de consejo</i>	Madrid	España	Almuzara
Culinary Institute of America	(2011)	<i>The Professional Chef 9th Edition</i>	New jersey	USA	Restaurant Renaissance
Bryant, R.	(2014)	<i>On the Menu, The Art & Science of Profit</i>	New jersey	USA	J. Wiley and sons
Durón García Carlos	(2011)	<i>Ingeniería de menú</i>	D.F.	México	Trillas
David, Bernard; Lockwood, Andrew, Alcott, Peter; Pantelidis, Loannis	(2018)	<i>Food and Beverage Management</i>	Boston	USA	Routledge
Gisslen, W	(2011)	<i>Professional Cooking</i>	New jersey	USA	J. Wiley and sons
Labensky, S.H.	(2015)	<i>On cooking. A textbook of culinary fundamentals.</i>	Boston	USA	Pearson
MacVety, Paul; Ware, Bradley; Ware, Claudette	(2008)	<i>Fundamentals of Menu planning</i>	Illinois	USA	Wiley
Pearlman, A.	(2018)	<i>May we suggest: Restaurant Menus and the Art of Persuasion</i>	San Francisco	USA	Agate

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